

## Message Text

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ACTION EUR-25

INFO OCT-01 ISO-00 SS-20 NSC-07 PRS-01 PA-04 USIA-15

CIAE-00 INR-11 NSAE-00 RSC-01 DRC-01 /086 W

----- 090996

R 101807Z SEP 74

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 2184

UNCLAS SECTION 01 OF 02 PARIS 21378

FOR: MARSH-EUR/WE

SUBJECT: TEXTS OF FRENCH MEDIA COMMENTS ON RUSH  
NOMINATION.

REFERENCE: PARIS 21141

1. FOLLOWING ARE VERBATIM TRANSLATIONS WE HAVE COMPLETED  
OF FRENCH NEWS STORIES ON RUSH NOMINATION, AS REQUESTED  
BY THE DESK. (HIGHLIGHTS OF THESE WERE REPORTED  
PREVIOUSLY IN REFTEL). IF DEPARTMENT DOES NOT OBJECT,  
REMAINING STORIES WILL BE SENT DEPARTMENT IN FRENCH FOR  
TRANSLATION THERE, DUE TO TEMPORARY SHORTAGE OF  
TRANSLATOR TRANSLATORS HERE.

1. FRANCE-SOIR (IN A PIECE ON FRANCO-AMERICAN  
RELATIONS): "ONLY A DIRECT FORD-GISCARD CONTACT COULD  
DISPEL THE CLOUDS IN FRANCO-AMERICAN RELATIONS. THE US  
IS SENDING A NEW AMBASSADOR TO PARIS. FORMER WHITE  
HOUSE ECONOMIC ADVISER, DEPUTY SECRETARY OF STATE AND  
OF DEFENSE, FORMER AMBASSADOR IN WEST GERMANY,  
MR. KENNETH RUSH, 64, HAS LONG BEEN A DISTINGUISHED  
BUSINESSMAN. IN PARIS, HE WILL REPLACE MR. JOHN IRWIN  
(WHO HAS BEEN HERE SINCE MARCH 1973) AT A TIME WHEN  
FRANCO-AMERICAN RELATIONS ARE DETERIORATING AGAIN  
AFTER A SHORT HONEYMOON THAT FOLLOWED MR. GISCARD  
D'ESTAING'S ELECTION TO THE PRESIDENCY...."

2. L'AUREORE: "THE NEW AMERICAN AMBASSADOR, KENNETH RUSH,  
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ONCE HAD A STUDENT NAMED NIXON. MR. KENNETH RUSH,

WHO IS GOING TO SUCCEED MR. JOHN IRWIN AT THE HEAD OF THE U.S. EMBASSY IN PARIS, HAS BEEN, SINCE MAY 25, 1974, THE PRINCIPAL ADVISER OF PRESIDENT FORD ON ECONOMIC AFFAIRS. MR. RUSH WAS BORN ON JANUARY 17, 1910 IN WALLA-WALLA (WASHINGTON STATE). HE IS A BACHELOR OF ARTS AND DOCTOR OF JURISPRUDENCE. AT DUKE UNIVERSITY, WHERE HE TAUGHT IN 1936 AND 1937, ONE OF HIS STUDENTS WAS RICHARD NIXON, FUTURE PRESIDENT OF THE U.S. GIVING UP TEACHING FOR BUSINESS IN 1937, HE JOINED UNION CARBIDE CORPORATION, ONE OF THE THIRTY LEADING AMERICAN COMPANIES, WHERE HE STAYED UNTIL 1969 WHEN HE BECAME AMBASSADOR TO BONN. ON FEBRUARY 7, 1972, HE BECAME DEPUTY SECRETARY OF DEFENSE AND, ONE YEAR LATER, DEPUTY SECRETARY OF STATE. MR. RUSH IS MARRIED AND THE FATHER OF FOUR CHILDREN. HE IS THE FOURTH U.S. AMBASSADOR IN FRANCE IN LESS THAN FOUR YEARS. MR. SARGENT SHRIVER RETURNED TO THE U.S. AT THE END OF 1970; MR. ARTHUR WATSON IN DECEMBER 1972; MR. JOHN IRWIN IS NOW GETTING READY TO WELCOME MR. RUSH, HIS SUCCESSOR. THOSE FREQUENT CHANGES HAVE BEEN ESPECIALLY LINKED TO THE COOLNESS OF FRANCO-AMERICAN RELATIONS, IN PARTICULAR SINCE FRANCE WITHDREW FROM THE MILITARY ORGANIZATION OF NATO. ABOUT THIS, SENATOR MIKE MANSFIELD, LEADER OF THE DEMOCRAT PARTY IN THE SENATE, YESTERDAY SAID: 'I HOPE THERE WILL BE MORE COMPREHENSION AND LESS SENSITIVITY IN FRANCO-AMERICAN RELATIONS. PRESIDENT VALERY GISCARD D'ESTAING IS AN EXCELLENT FRIEND OF THE UNITED STATES, AND I KNOW FROM MY CONVERSATIONS WITH PRESIDENT FORD THAT THIS FEELING IS RECIPROCAL.' AFTER MENTIONING UNFAVORABLE REACTIONS IN FRANCE TO PRESIDENT FORD'S OMISSION OF FRANCE IN THE LIST OF EUROPEAN COUNTRIES IN HIS FIRST SPEECHES, MR. MANSFIELD EXPRESSED THE HOPE TO SEE PRESIDENT FORD COOPERATE MORE CLOSELY WITH THE FRENCH AND GERMAN PRESIDENTS AS WELL AS BRITISH AND JAPANESE PRIME MINISTERS 'TO FIGHT AGAINST INFLATION WHICH IS UPSETTING EVERY COUNTRY OF THE FREE WORLD.'

3. LES ECHOS: "KENNETH RUSH: A DIPLOMATIC BUSINESSMAN. AFTER A LONG ROAD WHICH TOOK HIM VERY CLOSE TO THE UNCLASSIFIED

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POLITICAL SUMMITS, KENNETH RUSH COMES BACK TO DIPLOMACY. IN ARRIVING IN PARIS, THE NEW U.S. AMBASSADOR WILL HAVE TO OVERCOME A HANDICAP -- HIS IGNORANCE OF FRENCH LANGUAGE -- BUT HE HAS SOLID TRUMP CARDS. THIS 64-YEAR OLD FORMER LAWYER IS NOT UNKNOWN TO JEAN SAUVAGNARGUES, WITH WHOM HE NEGOTIATED THE DIFFICULT QUADRIPARTITE AGREEMENT ON BERLIN IN 1971 AND 1972. HIS AMBASSADORSHIP IN BONN WAS ALSO THE BEGINNING OF A

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ACTION EUR-25

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POLITICAL CAREER IN WHICH HE WAS ABLE TO OBSERVE CLOSELY THE MECHANISM OF THE INTERNATIONAL LIFE OF HIS COUNTRY. HE WAS NUMBER TWO FIRST AT THE DEFENSE DEPARTMENT, THEN AT THE STATE DEPARTMENT. THE TIME HE SPENT IN TWO KEY DEPARTMENTS GAVE HIM OPPORTUNITY TO ROUND OUT AN EXPERIENCE LONG DEVOTED TO BUSINESS. THIRTY YEARS SPENT WITH THE UNION CARBIDE CO., WHOSE PRESIDENT HE BECAME IN 1969, HAVE MADE MR. KENNETH RUSH AN ACCOMPLISHED BUSINESSMAN. HIS FLAWLESS FRIENDSHIP FOR RICHARD NIXON HAS DONE THE REST, AND ENABLED HIM TO DEMONSTRATE AN UNQUESTIONABLE SENSE OF DIPLOMACY. BY NAMING HIM TO PARIS, PRESIDENT FORD PAID HOMAGE TO QUALITIES THAT SHOULD ENABLE HIM TO STRENGTHEN RELATIONS BETWEEN THE U.S. AND FRANCE. THIS NOMINATION, ON THE OTHER HAND, WILL REASSURE U.S. FINANCIAL CIRCLES WORRIED BY HIS ARRIVAL AT THE HEAD OF THE WAGE-PRICE COUNCIL CREATED BY THE CHIEF EXECUTIVE. THE CAPACITIES OF THE FUTURE AMBASSADOR AS AN ECONOMIST ARE PROBABLY THE ONLY ONES TO HAVE BEEN QUESTIONED SINCE HIS NOMINATION BY RICHARD NIXON TO THE POST OF WHITE HOUSE ADVISER. WASN'T IT ALREADY A 'DIPLOMATIC' MISSION? MORE THAN ADVICE, THE PRESIDENT EXPECTED FROM MR. RUSH A DELICATE AND CONSTANT CONCILIATION BETWEEN THE TWO FOES FROM BUDGET AND TREASURY, MESSRS. ASH AND SIMON."

5. QUOTIDIEN DE PARIS:"DIPLOMATIC REMOVAL. THE  
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NOMINATION OF MR. RUSH, A FORMER ECONOMIC ADVISER TO  
MR. NIXON, TO THE POST OF AMBASSADOR TO FRANCE, AND  
THAT OF MR. GEORGE BUSH, CHAIRMAN OF THE REPUBLICAN  
PARTY FOR 21 MONTHS, TO THE POST OF AMBASSADOR TO  
PEKING, SEEM TO CORRESPOND TO A DETERMINATION OF THE  
NEW U.S. PRESIDENT TO SEND INTO A GOLDEN EXILE SOME  
MEN WHOSE TIES WITH THE FORMER PRESIDENT MIGHT HAVE  
EMBARRASSED THE WHITE HOUSE. MR. BUSH ACTUALLY  
DEFENDED MR. NIXON THE MOST STRONGLY IN THE WATERGATE  
AFFAIR. MR. RUSH WAS NOT INVOLVED IN THE WATERGATE  
AFFAIR, BUT, IN THE EYES OF THE AMERICAN PUBLIC, HE  
IS ASSOCIATED WITH THE ECONOMIC POLICIES OF THE FORMER  
PRESIDENT AND HENCE WITH INFLATION."

IRWIN

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